

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method of advertising, comprising:

(a) searching a plurality of electronic messages associated with at least one electronic community ~~to locate a first electronic message including a query directed to a topic of interest, wherein searching the plurality of electronic messages~~ includes, for each of the plurality of electronic messages:

analyzing text within such electronic message to determine whether such electronic message is asking a question posed in such electronic message by an originator of such electronic message and directed to members of the electronic community;

if such electronic message is determined to be asking a question, determining whether the question is capable of being answered; and

if the question is determined to be capable of being answered, accessing domain specific answer data resident in a database to generate an actual answer to the question; and

~~(b) subsequent in response to locating the a first electronic message that is determined to be asking a question posed by an originator of the first electronic message and determined to be capable of being answered when searching the plurality of electronic messages:~~

generating an advertisement related to a topic of interest to which the question posed by the originator of the first electronic message is directed; and

answering the question posed by the originator of the first electronic message by generating and sending a second electronic message, including incorporating into the second electronic message the generated actual answer ~~a reply to the query and an~~ the advertisement related to the topic of

interest to which the ~~query~~ question posed by the originator of the first electronic message is directed.

2. (Currently Amended) The method of claim 1, wherein sending the second electronic message includes sending the second electronic message to ~~an~~ the originator of the first electronic message.

3. (Original) The method of claim 1, wherein searching the plurality of electronic messages includes searching at least one electronic message repository associated with the electronic community.

4. (Original) The method of claim 3, wherein searching the plurality of electronic messages includes searching a plurality of electronic message repositories associated with a plurality of electronic communities.

5. (Original) The method of claim 3, wherein the electronic message repository is accessible by a plurality of individuals, and wherein sending the second electronic message includes posting the second electronic message on the electronic message repository for viewing by the plurality of individuals.

6. (Original) The method of claim 3, wherein searching the plurality of electronic messages includes receiving the plurality of messages from the electronic message repository over a public communications network.

7. (Original) The method of claim 1, wherein searching the plurality of electronic messages includes receiving the plurality of messages based upon membership in the electronic community.

8. (Currently Amended) The method of claim 1, wherein ~~the reply includes an answer to the query~~ searching the plurality of electronic messages further includes

determining whether the question is associated with a topic of interest relevant to a particular marketing campaign.

9. (Canceled).

10. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise posts associated with a forum electronic community, and wherein the second electronic message comprises a reply post.

11. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise email messages associated with a mailing list electronic community, and wherein the second electronic message comprises a reply email message.

12. (Original) The method of claim 1, wherein at least a subset of electronic messages in the plurality of electronic messages comprise chat messages associated with a chat room electronic community, and wherein the second electronic message comprises a reply chat message.

13. (Original) The method of claim 1, wherein the plurality of electronic messages are associated with at least one electronic community selected from the group consisting of a forum, a chat room, a mailing list, and combinations thereof.

14. (Canceled).

15. (Currently Amended) The method of claim 1, ~~further comprising wherein~~ searching the plurality of electronic messages further includes, after generating the actual answer to the question, searching a plurality of related electronic messages and comparing text in each related electronic message with the actual answer to determine ~~determining~~ whether the question ~~query~~ has already been answered, wherein sending the second electronic message is performed if it is determined that the question posed by the originator

of the first electronic message query has not yet been answered in any of the plurality of related electronic messages.

16. (Currently Amended) The method of claim 1, wherein sending the second electronic message includes selecting an advertisement from a plurality of advertisements based upon the question posed by the originator of the first electronic message query.

17. (Currently Amended) An apparatus, comprising:

(a) at least one processor; and

(b) program code configured to be executed on the at least one processor to search a plurality of electronic messages associated with at least one electronic community ~~to locate a first electronic message including a query directed to a topic of interest; and, subsequent to locating the first electronic message, send a second electronic message including a reply to the query and an advertisement related to the topic of interest to which the query is directed~~ by, for each of the plurality of electronic messages, analyzing text within such electronic message to determine whether such electronic message is asking a question posed in such electronic message by an originator of such electronic message and directed to members of the electronic community, if such electronic message is determined to be asking a question, determining whether the question is capable of being answered, and if the question is determined to be capable of being answered, accessing domain specific answer data resident in a database to generate an actual answer to the question, wherein the program code is further configured to, in response to locating a first electronic message that is determined to be asking a question posed by an originator of the first electronic message and determined to be capable of being answered when searching the plurality of electronic messages, generating an advertisement related to a topic of interest to which the question posed by the originator of the first electronic message is directed, and answering the question posed by the originator of the first electronic message by generating and sending a second electronic message, wherein the program code is configured to answer the question by including incorporating into the second electronic message the generated actual

answer and the advertisement related to the topic of interest to which the question posed by the originator of the first electronic message is directed.

18. (Currently Amended) The apparatus of claim 17, wherein the program code is configured to send the second electronic message to the ~~an~~ originator of the first electronic message.

19. (Original) The apparatus of claim 17, wherein the program code is configured to search the plurality of electronic messages by searching at least one electronic message repository associated with the electronic community.

20. (Original) The apparatus of claim 19, wherein the electronic message repository is accessible by a plurality of individuals, and wherein the program code is configured to send the second electronic message by posting the second electronic message on the electronic message repository for viewing by the plurality of individuals.

21. (Original) The apparatus of claim 19, wherein the program code is configured to search the plurality of electronic messages by accessing the electronic message repository over a public communications network.

22. (Original) The apparatus of claim 17, wherein the program code is configured to subscribe to the electronic community such that the plurality of messages are received based upon membership in the electronic community.

23. (Currently Amended) The apparatus of claim 17, wherein ~~the reply includes an answer to the query~~ the program code is configured to search the plurality of electronic messages further by determining whether the question is associated with a topic of interest relevant to a particular marketing campaign.

24. (Canceled).

25. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise posts associated with a forum electronic community, and wherein the second electronic message comprises a reply post.

26. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise email messages associated with a mailing list electronic community, and wherein the second electronic message comprises a reply email message.

27. (Original) The apparatus of claim 17, wherein at least a subset of electronic messages in the plurality of electronic messages comprise chat messages associated with a chat room electronic community, and wherein the second electronic message comprises a reply chat message.

28. (Canceled).

29. (Currently Amended) The apparatus of claim 17, wherein the program code is further configured to search the plurality of electronic messages by, after generating the actual answer to the question, searching a plurality of related electronic messages and comparing text in each related electronic message with the actual answer to determine whether the question query has already been answered, and wherein the program code is configured to send the second electronic message only if it is determined that the question posed by the originator of the first electronic message has not yet been answered in any of the plurality of related electronic messages.

30. (Currently Amended) The apparatus of claim 17, wherein the program code is configured to select the advertisement from a plurality of advertisements based upon the question posed by the originator of the first electronic message query.

31. (Currently Amended) A program product, comprising:

(a) program code configured to search a plurality of electronic messages associated with at least one electronic community ~~to locate a first electronic message including a query directed to a topic of interest; and, subsequent to locating the first electronic message, send a second electronic message including a reply to the query and an advertisement related to the topic of interest to which the query is directed~~ by, for each of the plurality of electronic messages, analyzing text within such electronic message to determine whether such electronic message is asking a question posed in such electronic message by an originator of such electronic message, if such electronic message is determined to be asking a question, determining whether the question is capable of being answered, and if the question is determined to be capable of being answered, accessing domain specific answer data resident in a database to generate an actual answer to the question, wherein the program code is further configured to, in response to locating a first electronic message that is determined to be asking a question posed by an originator of the first electronic message and determined to be capable of being answered when searching the plurality of electronic messages, generating an advertisement related to a topic of interest to which the question posed by the originator of the first electronic message is directed, and answering the question posed by the originator of the first electronic message by generating and sending a second electronic message, wherein the program code is configured to answer the question by including incorporating into the second electronic message the generated actual answer and the advertisement related to the topic of interest to which the question posed by the originator of the first electronic message is directed; and

(b) a recordable computer readable medium bearing the program code.

32. (Canceled).